



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Consider Resolution of Intention regarding formation of Lodi Business Area (BIA) No. 1

MEETING DATE: October 15, 1997

PREPARED BY: Economic Development Coordinator

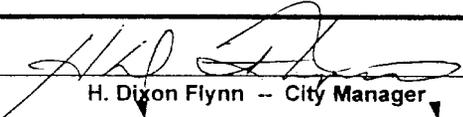
RECOMMENDED ACTION: It is the recommendation of staff that the City Council adopt the attached Resolution of Intention and set public hearing/public meeting dates for November 5, 1997 and December 3, 1997. Refer to attached Calendar to view the full and formal BIA establishment.

BACKGROUND INFORMATION: At the meeting of August 20, 1997 the City Council unanimously supported the formation of a new Business Improvement Area (BIA) in the downtown by approving the beginning of Phase Two of the full BIA establishment process. An Agreement for Professional Services between the City of Lodi and Mr. Dave Kilbourne, Downtown Revitalization Consultants, was also approved for the coordination and development of the Downtown Lodi Business Improvement Area. Funding for the process totals \$15,000 and is funded through Community Promotions of the '97-'99 Financial Plan and Budget.

Over the past several months, the proposed downtown Lodi BIA has enjoyed tremendous support and success. Better than 90% of the business owners participating in BIA Information Workshops clearly realize the potential benefits for the downtown business community and favor the continued pursuit of a downtown Lodi BIA. The second BIA Information Workshop was recently held at LaVerne's Coffee Shop on September 30, 1997. At the request of several downtown business owners, an expanded and more specific BIA programs section was provided in the Information Package distributed to each prospective BIA business prior to the workshop. The Package was thoroughly reviewed and discussed, and was enthusiastically endorsed by greater than 90% of the 40 business owners in attendance.

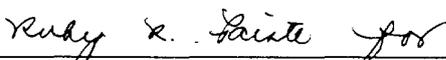
The next step in the BIA formation process is to adopt the attached Resolution of Intention to begin the establishment of the BIA and to set the public hearing calendar to consider the matter. The Resolution includes a detailed boundary map, an outline of specific types of improvements and activities to be undertaken and funded, and an assessment formula matrix.

APPROVED: _____


H. Dixon Flynn -- City Manager

Consider Resolution of Intention regarding formation of Lodi Business Area (BIA) No. 1
October 15, 1997
Page Two

FUNDING: None.



Vicky McAthie, Finance Director

Respectfully Submitted,



Tony C. Goehring
Economic Development Coordinator

Attachments: Resolution of Intention
 District Boundary Map
 Lodi BIA No.1 Calendar

October

1997

Sun Mon Tue Wed Thu Fri Sat

1 2 3 4

Agenda Title due
to consider adoption
of Resolution of Intention

5 6 7 8 9 10 11

Council Communication due
to City Clerk's office
to consider adoption of
Resolution of Intention

12 13 14 15 16 17 18

City Council Meeting
to consider adoption of
Resolution of Intention
& setting of various hearings

Deadline to
mail Res.of
Intention &
notices to all
bus. owners

19 20 21 22 23 24 25

Publish Resolution
of Intention for
seven consecutive days

Agenda Title due
to City Clerk's office
regarding BIA Public Hearing
and GC Public Meeting

26 27 28 29 30 31

Council Communication due
to City Clerk's office
re: BIA Public Hearing
& GC Public Meeting

Publish Resolution
of Intention
----->(seventh day)

November

1997

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						1
2	3	4	5	6	7	8
City Council Meeting regarding BIA Public Hearing (Protest Hearing) and CG Public Meeting						
9	10	11	12	13	14	15
16	17	18	19	20	21	22
Agenda Title due to City Clerk's office regarding GC Public Hearing & introduction of ord establishing BIA						
23	24	25	26	27	28	29
Council Communication due to City Clerk's office regarding GC Public Hearing & introduction of ord establishing BIA						
30						

December

1997

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
			City Council Meeting regarding BIA Public Hearing & introduction of ord establishing BIA		Agenda Title due to City Clerk's office regarding adoption of ordinance establishing BIA	
7	8	9	10	11	12	13
			Council Communication due to City Clerk's office regarding adoption of ordinance establishing BIA			
14	15	16	17	18	19	20
			City Council Meeting to adopt ordinance establishing BIA (takes effect 30 day after adoption)			
21	22	23	24	25	26	27
28	29	30	31			

January

1998

Sun Mon Tue Wed Thu Fri Sat

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

Ordinance establishing BIA
takes effect
(30 days after adoption)

18 19 20 21 22 23 24

25 26 27 28 29 30 31

RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL
DECLARING ITS INTENTION TO ESTABLISH THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

WHEREAS, the California Streets and Highways Code Section 36500 et seq., authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee (“the Committee”) has requested the Lodi City Council to establish such an Improvement Area.

NOW THEREFORE the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the “Lodi Business Improvement Area No. 1” (“the “Area”).
3. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the public hearing as follows:
 - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
 - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

AYES: COUNCIL MEMBERS -
NOES: COUNCIL MEMBERS -
ABSENT: COUNCIL MEMBERS -
ABSTAIN: COUNCIL MEMBERS -

ALICE M. REIMCHE
City Clerk

PROPOSED BIA BOUNDARIES

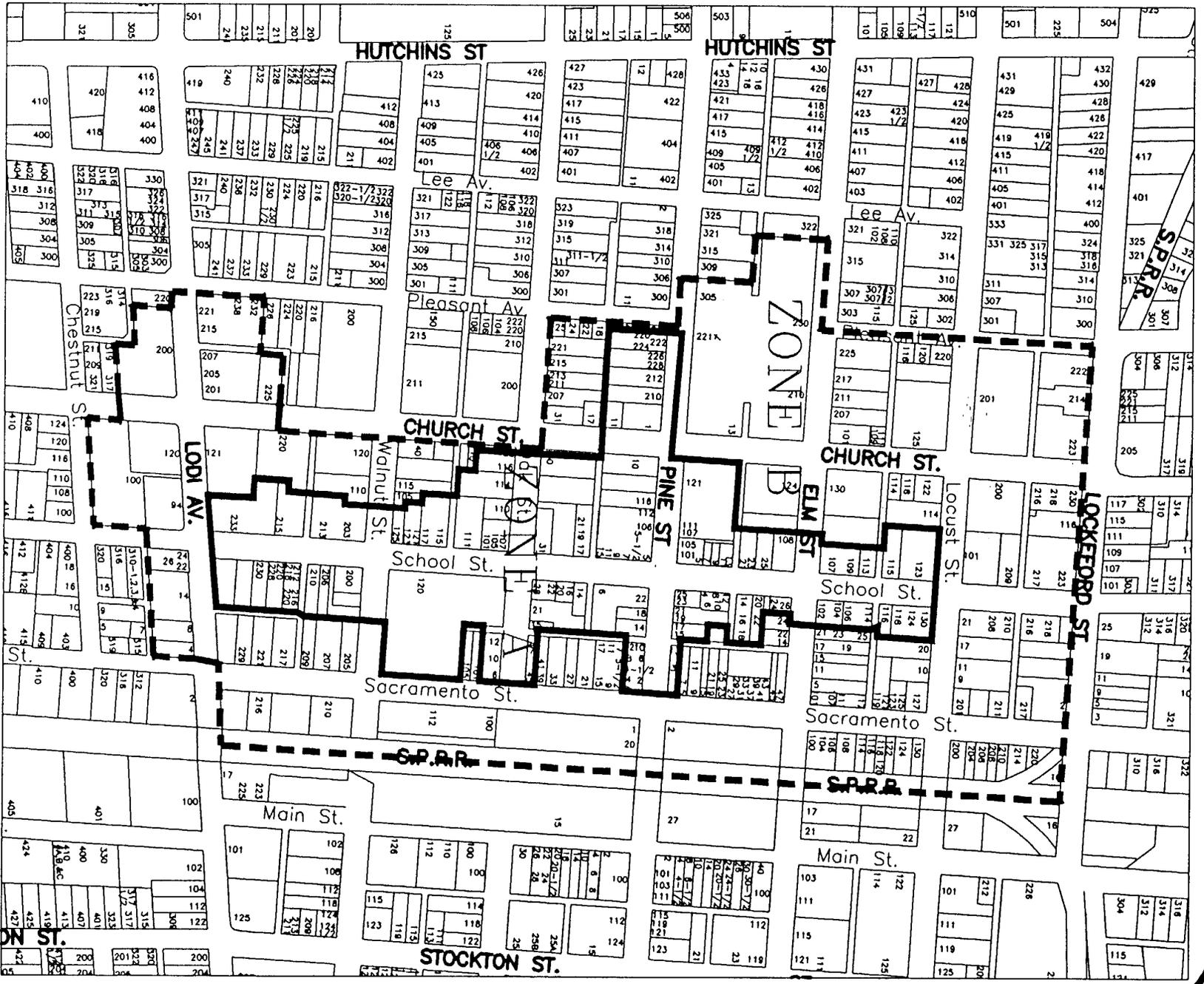


EXHIBIT A

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00



DECLARATION OF MAILING

Resolution No. 97-179 entitled, "A Resolution of the Lodi City Council Declaring its Intention to Establish the Downtown Lodi Business Improvement Area

On Thursday, October 16, 1997, in the City of Lodi, San Joaquin County, California, I deposited in the United States mail, envelopes with first-class postage prepaid thereon, containing a copy of the Notice attached hereto, marked Exhibit "A"; said envelopes were addressed as is more particularly shown on Exhibit "B" attached hereto.

There is a regular daily communication by mail between the City of Lodi, California, and the places to which said envelopes were addressed.

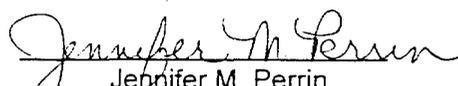
I declare under penalty of perjury that the foregoing is true and correct.

Executed on October 16, 1997, at Lodi, California.

ORDERED BY:

ALICE M. REIMCHE
CITY CLERK

Jacqueline L. Taylor
Deputy City Clerk


Jennifer M. Perrin
Deputy City Clerk

Susan Seward-Lake
Administrative Clerk

RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL
DECLARING ITS INTENTION TO ESTABLISH THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

WHEREAS, the California Streets and Highways Code Section 36500 *et seq.*, authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW THEREFORE the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the "Area").
3. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the public hearing as follows:
 - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
 - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

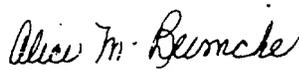
I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

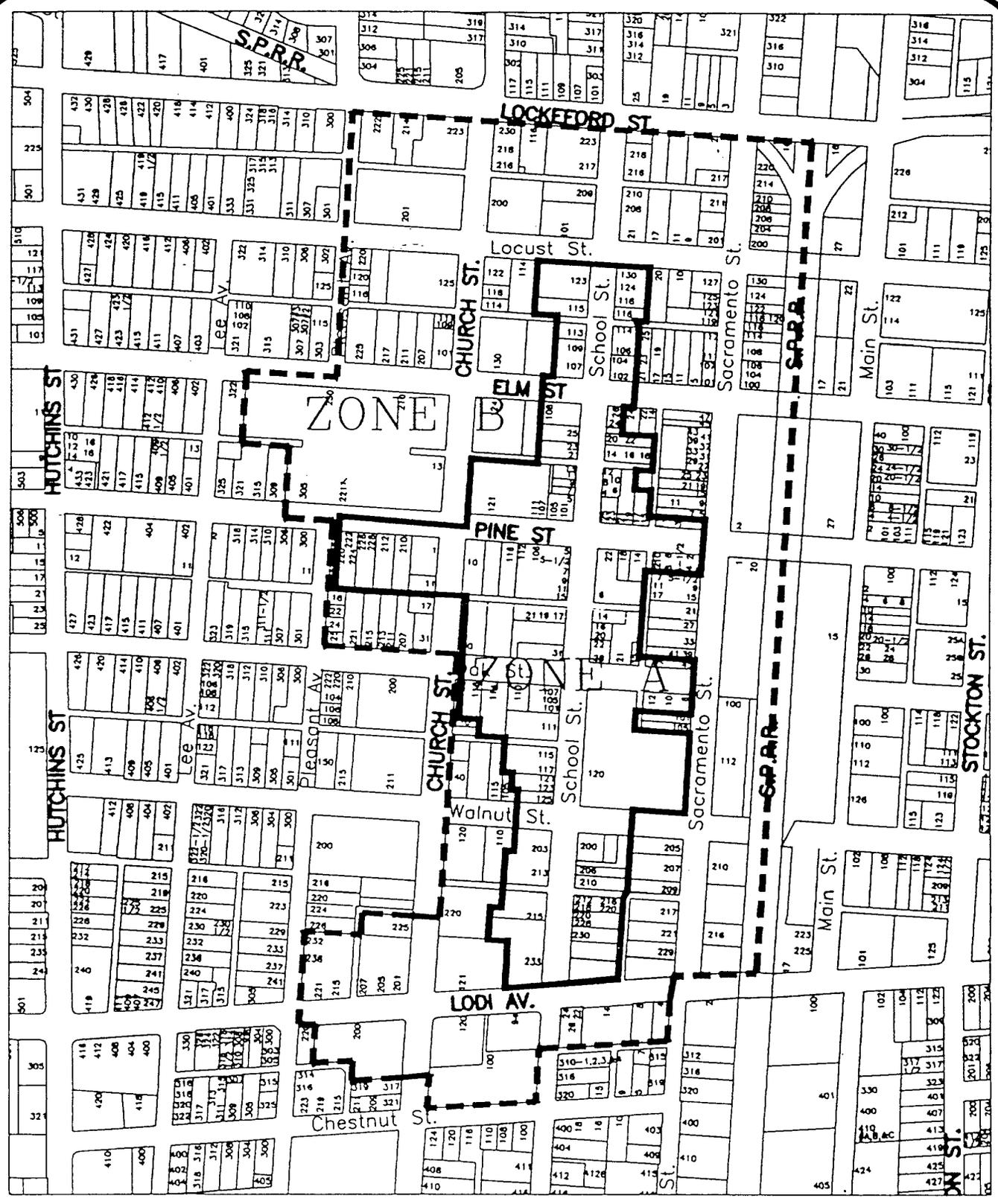
AYES: COUNCIL MEMBERS – Land, Mann, Sieglock, Warner and Pennino
(Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None


ALICE M. REIMCHE
City Clerk



PROPOSED BIA BOUNDARIES

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00

MAILING LIST

Page No. 1
10/09/97

Resolution of Intention for Business Improvement Area
(BIA) No. 1

PIN	ADDRESS				
396	101		N	CHURCH ST	DEJONG INSURANCE
0	101		N	CHURCH ST	BECKREST ADVERTISING
397	109		N	CHURCH ST	BECKMAN
398	111		N	CHURCH ST	RENAISSANCE HAIR
399	114		N	CHURCH ST	SCHAFFER, SUESS & BOYD
2572	118		N	CHURCH-ST	SCHAFFER, SUESS & BOYD
400	122		N	CHURCH ST	SCHAFFER REALTORS
401	125		N	CHURCH ST	LODI NEWS SENTINEL
402	200		N	CHURCH ST	STOCKTON SAVINGS & LOAN
403	223		N	CHURCH ST	PAUL'S SAFE LOCK & KEY
404	223	A	N	CHURCH ST	PAUL'S SAFE LOCK & KEY
405	230		N	CHURCH ST	CAIN ELECTRIC
427	17		S	CHURCH ST	GUILD CLEANERS
428	110		S	CHURCH ST	HOUSE OF CLOCKS
429	112		S	CHURCH ST	LODI BEAUTY SHOPPE
430	220		S	CHURCH ST	HEILIG-MEYERS FURNITURE
2265	229		S	CHURCH ST	BANK OF THE WEST
0	19			DOWNTOWN MALL	VISIBLE CHANGES
0	21			DOWNTOWN MALL	FENILY GALLERY
0	40			DOWNTOWN MALL	CHELSEY'S
526	5		W	ELM ST	TOKAY QUICK PRINTING
527	7		W	ELM ST	RASHID IMPORTS
531	16		W	ELM ST	YELLOW ROSE ANTIQUES
532	18		W	ELM ST	SHANNON RANCHES INC.
533	20		W	ELM ST	HOOVER CARPET
537	27		W	ELM ST	LEGENDS
541	225	A	W	ELM ST	DONOVAN, JOHN COMPANY
542	225	C	W	ELM ST	DONOVAN, JOHN COMPANY
1088	222	1	W	LOCKEFORD ST	WAHLEN STATE FARM
0	222	10	W	LOCKEFORD	DELLAMONICA, SNYDER ARCH
1089	222	2	W	LOCKEFORD ST	SCOTT DASKO, ARCHITECT
1090	222	3	W	LOCKEFORD ST	HESSELTIME REALTY
1092	222	5	W	LOCKEFORD ST	TOKAY REALTY
1093	222	6	W	LOCKEFORD ST	DERMAL CLINIC
1095	222	8	W	LOCKEFORD ST	DEGUSA ELECTRONIC
1096	222	9	W	LOCKEFORD ST	PACIFIC FIELD SERVICE
1179	9		W	LOCUST ST	EHLERS HOLDING INC.
1181	10		W	LOCUST ST	BANK OF LODI N.A.
1183	20		W	LOCUST ST	VALLEY PAINTS INC.
1184	21		W	LOCUST ST	PANTEL HOUSE OF LIGHTS
2292	101	2	W	LOCUST ST	SCHAFFER, SUESS & BOYD
2293	101	3	W	LOCUST ST	SCHAFFER, SUESS & BOYD
0	101	4	W	LOCUST	THE STOCKTON RECORD

PIN	ADDRESS				
1269	1		W	LODI AV	THE TUNE UP SHOP
1270	4		W	LODI AV	DANGIER FURNITURE
1271	16		W	LODI AV	LONG JOHN SILVERS
1272	21		W	LODI AV	PIZZA HUT
2665	22		W	LODI AV	COMIC GRAPEVINE
2666	24		W	LODI AV	THE BOOK GARDEN
1273	26		W	LODI AV	RYDEL VACUUM INC
1274	100		W	LODI AV	LONGS DRUGS
1275	120		W	LODI AV	WELLS FARGO BANK
1277	200		W	LODI AV	MCDONALD'S HAMBURGERS
1278	201	A	W	LODI AV	HONEY TREAT YOGURT SHOP
1279	203		W	LODI AV	LODI VIDEO CORP.
1280	205		W	LODI AV	LODI VIDEO CORP.
1281	207		W	LODI AV	CHECK N GO
1286	221		W	LODI AV	PINE AUTO SUPPLY
1518	3		W	OAK ST	CALIFORNIA STYLES
1519	6		W	OAK ST	KNUDERT & BAUER APPLIANC
1520	7		W	OAK ST	REO'S APPLIANCE
1522	10		W	OAK ST	TAQUERIA JACISCO
0	10	B	W	OAK	PHOTO FACTORY
1524	12		W	OAK ST	RAILROAD JUNCTION
1525	15		W	OAK ST	GIENGER'S FLOORS
1528	110		W	OAK ST	LIVING WAY BOOK STORE
1529	118	A	W	OAK ST	ROSA LAW OFFICE
2309	207		W	OAK ST	RUSSELS HAIR SALOON
0	207		W	OAK ST	SKIN SENSE
2623	215	1	W	OAK ST	VACANT
1535	215	2	W	OAK ST	CERTIFIED LOSS CONTROL
1536	215	3	W	OAK ST	CINDI'S BOOKKEEPING
1537	215	4	W	OAK ST	UNEKA NAILS & FACIALS
2607	215	5	W	OAK ST	FARMERS INSURANCE
1997	215	6	W	OAK ST	DAVID P. WARNER, ATTORNE
0	215		W	OAK ST	F & I TAX SERVICE
1538	221	A	W	OAK ST	BAKER-PEARSON
1539	221	B	W	OAK ST	AMERICAN INV SERVICE
1540	221	C	W	OAK ST	FAMILY OF EAGLES
0	221		W	OAK ST	TIM BERTSCH INSURANCE
1541	225		W	OAK ST	OFFICE OF LINDA LOFTHUS
1630	1		W	PINE ST	PAK-INDIA
1631	2		W	PINE ST	GRAFFIGNIA FRUIT CO.
1632	3		W	PINE ST	STUDIO SUNWEST
1636	6		W	PINE ST	SIEGFRIED'S
1637	7		W	PINE ST	FASHION BEAUTY SALON
2836	10		W	PINE ST	H & R BLOCK
1641	11		W	PINE ST	LINCOLN SHOE REPAIR
1642	12		W	PINE ST	PACIFIC GAS & ELECTRIC
1643	13		W	PINE ST	ALICIAS ANTIQUES
1644	14		W	PINE ST	INTIMATES

PIN	ADDRESS			
1646	15	W	PINE ST	ABRAHAMSON'S PRINTING
1647	16	W	PINE ST	PINE ST. BARE FURNITURE
1648	17	W	PINE ST	FRANK'S BUSINESS MACHINE
1649	18	W	PINE ST	FRAMES & FINE THINGS
0	21	W	PINE	SISONS KARATE
1651	100	W	PINE ST	SQUIRE'S CLOTHIER
2711	103	W	PINE ST	SECOND THOUGHT
1652	105	W	PINE ST	GERTIES PLACE
1654	108	W	PINE ST	LODI TAILOR SHOP
1656	111	W	PINE ST	F & M EXECUTIVE OFFICES
1657	112	W	PINE ST	PERSONAL TOUCH
1658	114	W	PINE ST	CAPRI PIZZA
1660	121	W	PINE ST	FARMERS & MERCHANTS BANK
1661	121	205 W	PINE ST	PROFESSIONAL CORP. ATTYS
1664	218	W	PINE ST	GERARD & GERARD
1665	220	W	PINE ST	FIRESIDE THRIFT CO
1667	222	W	PINE ST	PHOTO INSTANT PRINT
1668	224	W	PINE ST	KEN SATO STUDIO
1669	226	W	PINE ST	SOMERSAULTS
1670	228	W	PINE ST	PUFF-N-STUFF
2496	116	N	PLEASANT AV	KIM VEERKAMP CPA
0	125	N	PLEASANT	STEVEN CUTIRELL OFFICE
2451	238	S	PLEASANT AV	PINE AUTO WAREHOUSE
1755	29	N	SACRAMENTO ST	ROY'S CLUB
1756	31	N	SACRAMENTO ST	ROY'S CLUB
2343	35	N	SACRAMENTO ST	MUSIC, GAMES OUTLET
1758	41	N	SACRAMENTO ST	JAKE & CLAY'S BARBER SHO
1759	43	N	SACRAMENTO ST	SINALOA CAFE
2362	45	A N	SACRAMENTO ST	POOL HALL
1761	47	N	SACRAMENTO ST	HASSAN'S WAREHOUSE
1762	100	N	SACRAMENTO ST	JOE HASSAN CLOTHING
1763	101	N	SACRAMENTO ST	PAYLESS MARKET
1764	107	N	SACRAMENTO ST	DELICIAS RESTURANT
1765	108	N	SACRAMENTO ST	GRAFFIGNA'S BROTHERS
2714	110	N	SACRAMENTO ST	NAPA AUTO PARTS
1768	114	N	SACRAMENTO ST	LODI SPORTS CLUB
1769	116	N	SACRAMENTO ST	RAINBOW CLUB
1770	117	N	SACRAMENTO ST	EL GRUELENSE CAFE
1771	118	N	SACRAMENTO ST	EL TROPICAL CLUB
1772	119	N	SACRAMENTO ST	GUADALAJARA CAFE
1773	119	1/2 N	SACRAMENTO ST	GUADALAJARA ROOMS
1775	124	N	SACRAMENTO ST	ALAMO RADIATOR
1776	125	N	SACRAMENTO ST	MAZATLAN CAFE
1777	127	N	SACRAMENTO ST	MAZATLAN CAFE
1778	130	N	SACRAMENTO ST	GUNDERSHAUG ELECTRIC
1779	200	N	SACRAMENTO ST	SAK'S TV
1780	201	N	SACRAMENTO ST	GERIG'S IMPORT AUTO SERV
2715	204	N	SACRAMENTO ST	SAK'S TV & APPLIANCE
1784	214	N	SACRAMENTO ST	WRIGHTS MOTORS

PIN	ADDRESS				
1785	217		N	SACRAMENTO ST	EHLERS AUTO SERVICE
1826	7		S	SACRAMENTO ST	PLAYBOY CLUB
2819	9		S	SACRAMENTO ST	ADULT PLEASURE WORLD
1827	11		S	SACRAMENTO ST	VACANT
1831	21		S	SACRAMENTO ST	HENDERSON BROS. HARDWARE
1832	27		S	SACRAMENTO ST	RASHID IMPORTS
1834	41		S	SACRAMENTO ST	MOORE'S KARATE
1835	100		S	SACRAMENTO ST	GIANT DISCOUNT TIRE
1836	101		S	SACRAMENTO ST	MORRIS AUTO SUPPLY
2344	210		S	SACRAMENTO ST	JIM'S CUSTOM MACHINE
1838	216		S	SACRAMENTO ST	PERALES AUTOMOTIVE
1839	217		S	SACRAMENTO ST	HENDERSON SHEET METAL
3013	218		S	SACRAMENTO ST	FRANK'S AUTO FACTORY
2863	221		S	SACRAMENTO ST	BLEWETT DAIRY
1840	221	A	S	SACRAMENTO ST	OGRENS
1841	221	B	S	SACRAMENTO ST	SANDOVAL SALSA
0	4		N	SCHOOL	CORY BUILDING
1878	5		N	SCHOOL ST	CHRISTENSEN'S FASHIONS
1880	6		N	SCHOOL ST	SONSHINE NUTRITION
2452	8		N	SCHOOL ST	FARMERS & MERCHANTS BANK
1881	9		N	SCHOOL ST	BORELLI JEWELLS
1882	10		N	SCHOOL ST	BITTERMAN'S JEWELRY
1883	11		N	SCHOOL ST	11 NORTH - APPAREL
1884	12		N	SCHOOL ST	TUXEDOS OF LODI
1886	13		N	SCHOOL ST	T.J.'S SALOON
1887	14		N	SCHOOL ST	MICKEY'S ANTIQUES
1888	16		N	SCHOOL ST	THE CLOTHES CLOSET
1890	20		N	SCHOOL ST	TEALBROOK GALLERY
1891	21		N	SCHOOL ST	LODI OFFICE PRODUCTS
1892	22		N	SCHOOL ST	OLLIE'S TAVERN
0	24	A	N	SCHOOL	SHARED NETWORK SERVICES
1895	25		N	SCHOOL ST	LAW OFFICES - ADAMS
1896	26		N	SCHOOL ST	ANGELOS
1897	28		N	SCHOOL ST	ANGELO'S
1898	102		N	SCHOOL ST	LEGENDS
0	104	100	N	SCHOOL ST	US SAFETY PRODUCTS
0	104	202	N	SCHOOL ST	ANITA'S TAX SERVICE
0	104	203	N	SCHOOL ST	TUCKER FINANCIAL MANGMT
0	104	204	N	SCHOOL ST	JAMES GRAVE ATTORNEY
0	104	206	N	SCHOOL ST	TURBETTI MUSIC STUDIO
0	104	209	N	SCHOOL ST	JOHN PYLE ATTORNEY
0	104	212	N	SCHOOL ST	JOEL FAX
0	104	213	N	SCHOOL ST	MOUNTAIN VALLEY
0	104	214	N	SCHOOL	DRY CREEK REALTY
0	104	214	N	SCHOOL ST	FUBERAL IN BERLIN
0	104	215	N	SCHOOL ST	TRAVIS-PATENT LAWYER
0	104	306	N	SCHOOL ST	NALC BP1452
0	104	307	N	SCHOOL ST	STEVE WORLEY
0	104	309	N	SCHOOL ST	BENIFICIAL MASSAGE
0	104	310	N	SCHOOL ST	HEALTH TOUCH
0	104	313	N	SCHOOL ST	SUPERIOR MORTGAGE

PIN	ADDRESS				
0	104	314	N	SCHOOL ST	DJ HENRY
0	104	315	N	SCHOOL ST	VINYL JUNKEEZ
2313	106		N	SCHOOL ST	EMPRESA BAILON
1905	108		N	SCHOOL ST	TOM'S USED BOOKS
1906	110		N	SCHOOL ST	LASTING IMPRESSIONS
1909	114		N	SCHOOL ST	CYBER-TEC
1910	115	1	N	SCHOOL ST	KURT H. SIEBERT OFFICE
1911	115	2	N	SCHOOL ST	NOR CAL
1912	115	3	N	SCHOOL ST	RINN & ELLIOTT
1914	115	4	N	SCHOOL ST	CHRISSY'S TOTAL IMAGE
1913	115	5	N	SCHOOL ST	CHRISSY'S TOTAL IMAGE
1915	116	A	N	SCHOOL ST	LAVERNE'S COFFEE SHOP
1917	120		N	SCHOOL ST	MIZ M'S
1918	123		N	SCHOOL ST	GIERHART & WELLS FUNERAL
2820	124		N	SCHOOL ST	SAKS WAREHOUSE
1919	130		N	SCHOOL ST	VALLEY PAINTS
1921	210		N	SCHOOL ST	PERRY, KENNETH
1922	216		N	SCHOOL ST	SILVER BULLET ENTERPRISE
1935	5		S	SCHOOL ST	SUN AMERICAN SECURITIES
1936	5	1/2	S	SCHOOL ST	LODI BARBER SHOP
2719	6		S	SCHOOL ST	THORNTON HOUSE
2720	6	A	S	SCHOOL ST	PATRICIA'S
1938	9		S	SCHOOL ST	THE DAISY SHOP
1939	10		S	SCHOOL ST	THORNTON HOUSE
2722	11		S	SCHOOL ST	L & L TRAVEL
1940	13		S	SCHOOL ST	GARRY'S LOUNGE
1941	14		S	SCHOOL ST	HELMSMAN PRNTG & GRAPHIC
1942	14	A	S	SCHOOL ST	BENEFICIAL FINANCE
1943	15		S	SCHOOL ST	CARLOTTAS
1944	17		S	SCHOOL ST	PRET
1945	20		S	SCHOOL ST	ELIZABETH OF CALIF., THE
1946	22		S	SCHOOL ST	IMAGE HAIR STUDIO
1948	31		S	SCHOOL ST	BANK OF AMERICA
2723	35		S	SCHOOL ST	LODI CHAMBER OF COMMERCE
2933	101		S	SCHOOL ST	CAPITAL THRIFT
1955	121	B	S	SCHOOL ST	KING TSIN RESTAURANT
1957	125		S	SCHOOL ST	SYNOWICKI'S JEWEL BOX
1959	203		S	SCHOOL ST	COTTAGE BAKERY
1960	208		S	SCHOOL ST	POSER'S TV
1961	210		S	SCHOOL ST	JDW DESIGNS INC
1962	212		S	SCHOOL ST	EL PAJARO
1963	213		S	SCHOOL ST	COTTAGE BAKERY
1964	215		S	SCHOOL ST	ROCHA'S MORTUARY
1965	216		S	SCHOOL ST	SECURITY LOCK AND KEY
1966	218		S	SCHOOL ST	KIDCO
1967	220		S	SCHOOL ST	DANZ JEWELERS
1968	222		S	SCHOOL ST	CUTTING EDGE
1969	226		S	SCHOOL ST	BURTON'S SHOES
1970	230		S	SCHOOL ST	FYFFE'S AUTO REPAIR
1971	233		S	SCHOOL ST	LYON'S RESTAURANT
2201	105		W	WALNUT ST	LARRY'S COINS

PIN	ADDRESS				
2204	115	1	W	WALNUT ST	SHAKLEE PRODUCTS
2205	115	2	W	WALNUT ST	LEN-ELL ENTERPRISES
2206	115	4	W	WALNUT ST	CREATIVE SERVICES
2207	120		W	WALNUT ST	BANK OF STOCKTON

P.O. Box 343, Acampo, CA 95220

HAZEL'S RESTAURANT

Added to List:

Current Business Owner
Weil Motors
2 West Lockeford Street
Lodi, CA 95240

Current Business Owner
First National Bank of Marin
200 S. School Street
Lodi, CA 95240

**ITEMS 7 THROUGH 12 AND
EXHIBITS B AND C**

**Pages with revised information
attached per City Attorney
Randall Hays on Tuesday,
October 28, 1997.**

**Alice M. Reimche
City Clerk**

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Service: Offers intangible services of a non-professional nature. Lodging is included in this classification.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00



DECLARATION OF POSTING

On Thursday, October 16, 1997 in the City of Lodi, San Joaquin County, California, a copy of Resolution No. 97-179 attached hereto, marked Exhibit "A", was posted at the following three locations:

Lodi Public Library
Lodi Police Public Safety Building
Lodi City Hall Lobby

The above locations are public areas available to the public 24 hours a day.

I declare under penalty of perjury that the foregoing is true and correct.

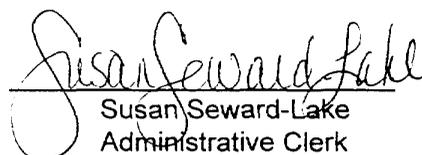
Executed on October 16, 1997, at Lodi, California.

ORDERED BY:

ALICE M. REIMCHE
CITY CLERK

Jacqueline L. Taylor
Deputy City Clerk

Jennifer M. Perrin
Deputy City Clerk


Susan Seward-Lake
Administrative Clerk



CITY OF LODI

Carnegie Forum
305 West Pine Street, Lodi

NOTICE OF PUBLIC HEARINGS

Date: November 5, 1997 (Public Hearing & Meeting)

Date: December 3, 1997 (Public Hearing)

Time: 7:00 p.m.

For information regarding this notice please contact:

Alice M. Reimche

City Clerk

Telephone: (209) 333-6702

RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

=====

WHEREAS, the California Streets and Highways Code Section 36500 *et seq.*, authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the Area").
3. The boundaries of the entire area are to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of the assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.
7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.

8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A Public Hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This Public Hearing shall be deemed to be the Public Meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the Public Hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the Public Hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said Public Hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the Public Hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity of defect to which objection is made.
12. If at the conclusion of the Public Hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.
13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the Public Hearing as follows:
 - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
 - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

=====

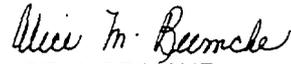
I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

AYES: COUNCIL MEMBERS - Land, Mann, Sieglock, Warner and Pennino
(Mayor)

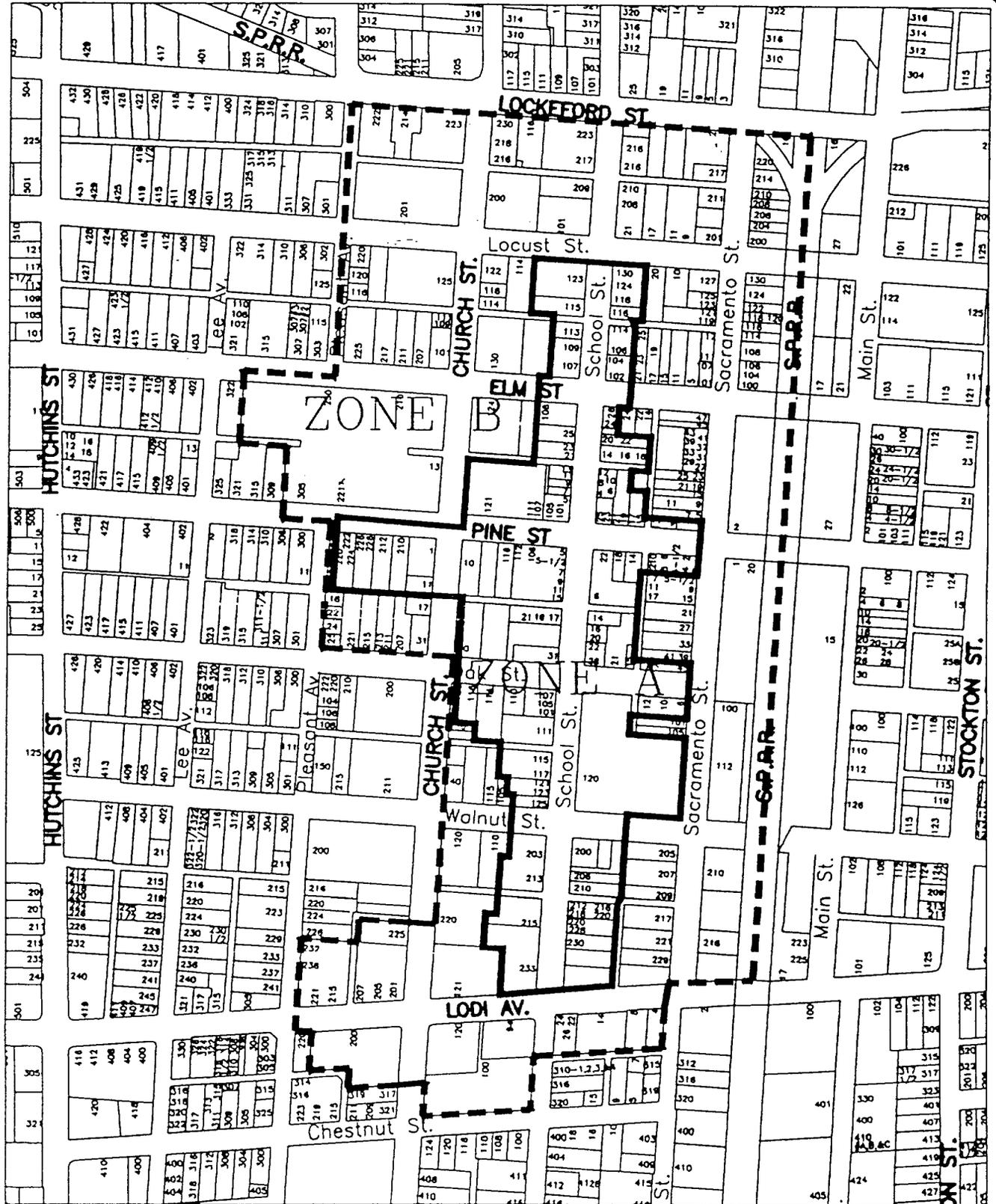
NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None



ALICE M. REIMCHE
City Clerk



PROPOSED BIA BOUNDARIES

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00

7/15 noty F/14

**ITEMS 7 THROUGH 12 AND
EXHIBITS B AND C**

**Pages with revised information
attached per City Attorney
Randall Hays on Tuesday,
October 28, 1997.**

**Alice M. Reimche
City Clerk**

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Service: Offers intangible services of a non-professional nature. Lodging is included in this classification.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00



CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: PUBLIC HEARING REGARDING RESOLUTION NO. 97-179 ENTITLED, "A RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA"

PUBLISH DATES: MONDAY, OCTOBER 20, 1997
TUESDAY, OCTOBER 21, 1997
WEDNESDAY, OCTOBER 22, 1997
THURSDAY, OCTOBER 23, 1997
FRIDAY, OCTOBER 24, 1997
SATURDAY, OCTOBER 25, 1997
MONDAY, OCTOBER 27, 1997

TEAR SHEETS WANTED: ONE

AFFIDAVIT AND BILL TO:

ALICE M. REIMCHE
CITY CLERK

DATED: OCTOBER 16, 1997

ORDERED BY:


JENNIFER M. PERRIN
DEPUTY CITY CLERK

JACQUELINE L. TAYLOR
DEPUTY CITY CLERK

SUSAN SEWARD-LAKE
ADMINISTRATIVE CLERK



CITY OF LODI

Carnegie Forum
305 West Pine Street, Lodi

NOTICE OF PUBLIC HEARINGS

Date: November 5, 1997 (Public Hearing & Meeting)

Date: December 3, 1997 (Public Hearing)

Time: 7:00 p.m.

For information regarding this notice please contact:

Alice M. Reimche

City Clerk

Telephone: (209) 333-6702

RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

=====

WHEREAS, the California Streets and Highways Code Section 36500 *et seq.*, authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the Area").
3. The boundaries of the entire area are to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of the assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.
7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.

8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A Public Hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This Public Hearing shall be deemed to be the Public Meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the Public Hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the Public Hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said Public Hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the Public Hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity of defect to which objection is made.
12. If at the conclusion of the Public Hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.
13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the Public Hearing as follows:
 - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
 - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

=====

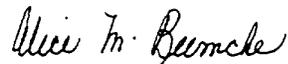
I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

AYES: COUNCIL MEMBERS - Land, Mann, Sieglock, Warner and Pennino
(Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None



ALICE M. REIMCHE
City Clerk

PROPOSED BIA BOUNDARIES

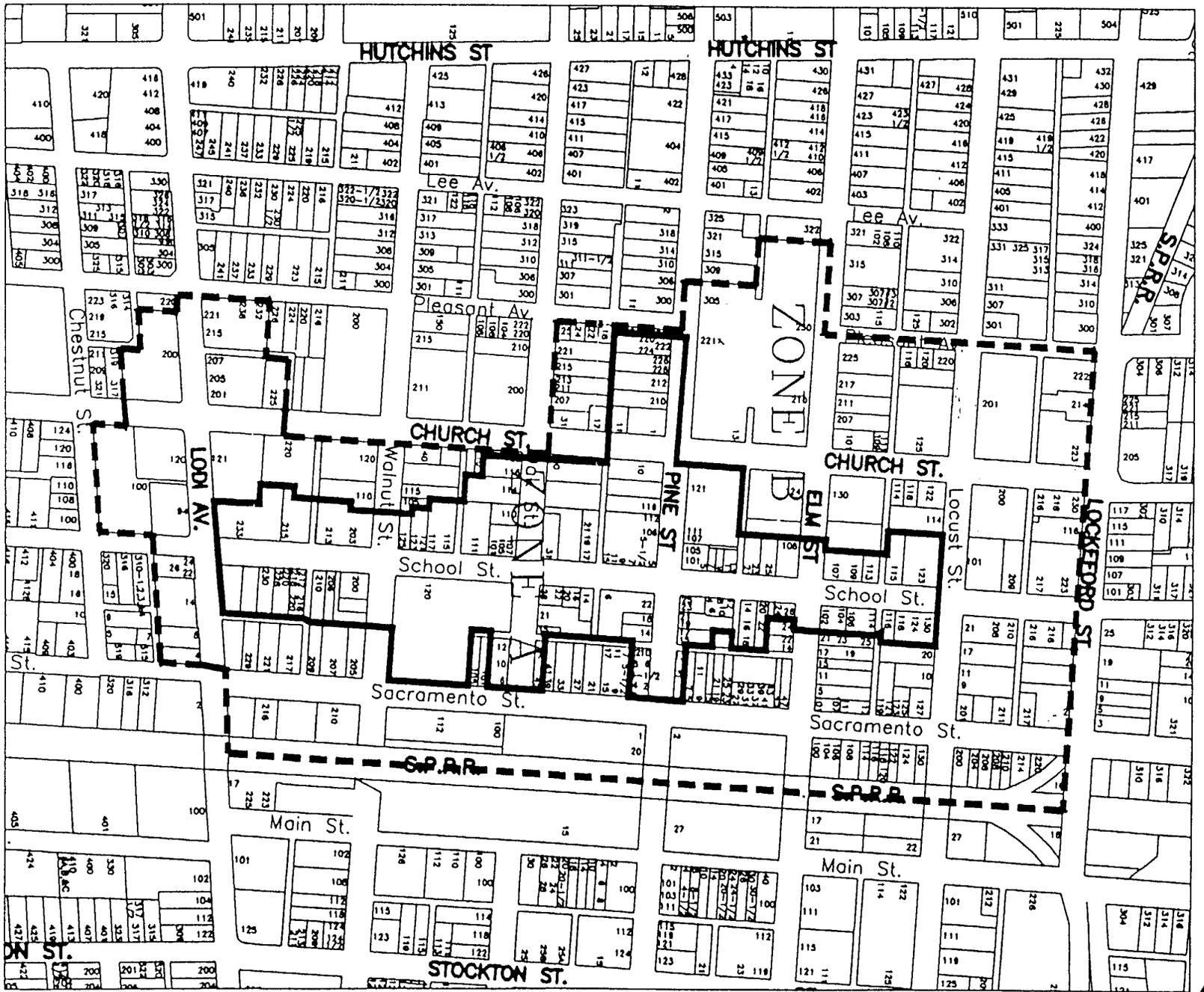


EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00

**ITEMS 7 THROUGH 12 AND
EXHIBITS B AND C**

**Pages with revised information
attached per. City Attorney
Randall Hays on Tuesday,
October 28, 1997.**

**Alice M. Reimche
City Clerk**

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

EXHIBIT C

AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Service: Offers intangible services of a non-professional nature.
 - Lodging is included in this classification.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00